

South Carolina New and Beginning Farmer Program

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Farmer Program

2023 COURSE DESCRIPTION

CLEMSON
EXTENSION



The 2023 program will consist of both cohort-based 'Core' workshops as well as optional 'Advanced' workshops that are open to members of the cohort as well as the general public. Workshop descriptions and dates are provided below.

Class of 2023 Cohort Core Workshops

The cohort core workshops outlined below are only open to official participants of the SCNBFP Class of 2023 cohort. Individuals interested in the core cohort program must complete the program application and be accepted into the program. These workshops will run from 9:30 AM – 4:30 PM with six scheduled to be held in-person at the Lexington County Clemson University Cooperative Extension Office (605 West Main St., Ste. F, Lexington, S.C. 29072) and 4 held online via Zoom. All core workshops are included in the \$350 participant fee. Materials are included as well as lunch, snacks, and beverages for in-person workshops.

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| 2023 Core Program Workshops | 1 | Start-Up Logistics & Basic Farm Financial Management Friday, May 19, 2023 In-person <i>Start your farm business off on the right foot. Gain knowledge of start-up logistics, including name, structure, registration; licenses, permits, certifications; banking & insurance; funding your business; hiring employees; and taxes & recordkeeping. Understand farm financial basics including the purpose and practical use of cash flow statements, income statement, statement of net worth and the terms, uses, measures, and preparation of a balance sheet.</i> |
| | 2 | Legal Issues & Risk Management Friday, June 2, 2023 Online via Zoom <i>Start your business with potential risks in mind. Learn the multiple dimensions of risk that apply to farm businesses and explore potential mitigation strategies, develop a draft risk mitigation plan for your business, and learn more about USDA crop insurance programs. Examine potential farm legal issues including landowner duties towards trespassers, licensees, and invitees; contracts; and understand your responsibilities, rights, and liabilities. Learn about tools and strategies to mitigate risk and legal issues.</i> |
| | 3 | Introduction to Marketing & Branding Friday, June 16, 2023 In-person <i>Get noticed! Broaden your understanding of marketing and the role it can play in assessing an idea as a business opportunity. Lay the framework for strategic positioning and competitive advantage while learning the basic principles of good branding.</i> |

2023 Core Program Workshops

4

Basics of Direct Markets

Friday, June 30, 2023 | In-person

You produce great products, so where should you sell them? Learn what is meant by direct markets including their general challenges & advantages, explore considerations in choosing a direct market mix, and learn the basic options and best practices for e-commerce direct-to-consumer sales. Explore food trends and discuss your role in local food systems.

5

Basics of Mediated (Wholesale) Markets

Friday, July 14, 2023 | Online via Zoom

Ready to scale up your operations? Learn what is meant by mediated (wholesale) markets including their general challenges & advantages, explore considerations in choosing a mediated market mix, and learn the basic options and best practices for ensuring food safety in this market environment.

6

Developing a Business Concept & Basic Business Plan

Friday, July 28, 2023 | In-person

You have a business idea so now what? Learn about the Business Model Canvass, a time-tested tool to help you flesh out your business model. Have your business concept? Learn about the basics of a business plan including when, how, and why a business plan should be used.

7

Regulatory Issues & Resources

Friday, August 11, 2023 | Online via Zoom

Be proactive in learning the regulatory environment for your farm products. Learn what agricultural products are regulated by the SC Department of Agriculture, SC DHEC, and Clemson University Livestock Poultry Health. Learn about programs and processes for compliance and connect with regulators.

8

Fundamentals of Soil Health Management

Friday, August 25, 2023 | In-person

Healthy soil is the foundation for profitable, productive, and environmentally sound agriculture. Learn the physical, chemical, and biological components of healthy soil and how to manage them to maximize sustainability.

9

Introduction to Integrated Pest & Weed Management

Friday, September 8, 2023 | Online via Zoom

Solve pest problems while minimizing risks to people and the environment. Learn strategies that focus on the long-term prevention of pests and weeds through a combination of techniques such as biological control, habitat manipulation, modification of cultural practices, and use of resistant varieties.

10

Class of 2023 Graduation

Friday, December 8, 2023 | In-person

Celebrate your accomplishments while learning about the business plans of your fellow class members.

2023 Advanced Workshops

The advanced workshops outlined below provide opportunities for a deeper dive into relevant topics for the emerging farmer audience. These optional workshops are offered on an à la carte basis and will be held either in-person or online via Zoom. In-person advanced workshops are open to participants in the SCNBFP Class of 2023 for \$35 each, as well as to the general public for \$50. Online advanced workshops are open to participants in the SCNBFP Class of 2023 for \$25 each, as well as to the general public for \$35.

These workshops will usually be between 4 and 6 hours in length. In-person workshops will be held at various locations across the state of South Carolina and include lunch. Workshop descriptions and dates are below. Workshop locations and on-line registration links will be provided closer to the workshop date. Advanced workshop dates are subject to change.

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|-------------------------|--|
| 2023 Advanced Workshops | <p>Organic Production and Certification Thursday, September 14, 2023 In-person Upstate Region, location TBD Coordinator: Matt Fischer <i>If you are contemplating organic production practices and/or certified organic, this is the workshop for you! We will start with an introduction to what organic is, walk you through the certification process, and show you organic production in action. A combination of lecture, discussion, and tour will be used to share information.</i></p> <p>Prerequisite Knowledge: None</p> |
| | <p>Comprehensive Business Planning & Business Plan Development Thursday, September 21, 2023 Online via Zoom Coordinator: Bethany Funkhouser <i>Turn your ideas and efforts into a roadmap for success! Gain an understanding of costs of starting and running a business: capital costs, cost of goods sold, overhead costs, and necessary profit. Understand the concept of positioning. Learn how to calculate costs, plan for profit, and develop a pricing strategy. Take your basic business concept and transform it into a comprehensive business plan using the University of Minnesota's AgPlan business planning tool.</i></p> <p>Prerequisite Knowledge: This workshop assumes that participants will have a basic understanding of financial management as well as a clear concept for your business.</p> |
| | <p>Opportunities in Agritourism Thursday, September 28, 2023 In-person Catawba Region, location TBD Coordinator: Ben Boyles <i>Interested in adding an exciting revenue stream for your farm business? Learn all about agritourism trends, programs, and resources while exploring agritourism venues in South Carolina's Catawba Region.</i></p> <p>Prerequisite Knowledge: None</p> |

2023 Advanced Workshops

Farm Financial Management and Recordkeeping

Wednesday, October 4, 2023 | Online via Zoom

Coordinator: Will Culler

Understanding financial management and recordkeeping is crucial to responsible and profitable management of any farm business. This workshop focuses on advanced topics of farm financial management including everything from liquidity analysis to solvency analysis, and profitability analysis. Advanced recordkeeping will also be covered where you will have the opportunity to meet with area agents and learn about recordkeeping for specific enterprises you're interested in or currently pursuing.

Prerequisite Knowledge: *This workshop assumes participants will be familiar with basic financial management tools such as income statement, profit & loss, and balance sheets.*

Developing a Year-Round Operation Plan

Tuesday, October 10, 2023 | In-person | Lowcountry Region, location TBD

Coordinator: Charley Maxwell

Developing an operation plan is essential for any business, and planning production and marketing of agricultural products has unique challenges. A year-round planning program model will look different depending on production cycles. This workshop looks to engage all levels of production and various enterprises and will cover a wide array of planning components.

Prerequisite Knowledge: *This workshop assumes basic understanding of the seasonality of production and marketing. Participants should be prepared by having knowledge of their own individual production needs.*

Enterprise Budgets and Profitability

Thursday, October 19, 2023 | Online via Zoom

Coordinator: Matt Fischer

Learn how to calculate your cost of production so you can price for a profit! Explore the concept of an enterprise budget including how they use costs, sales, and labor data to determine the profitability of your market channels. Learn how to use the Veggie and Livestock Compass Tools to predict the financial impact of different farm scenarios for the future and to assess your farm's financial progress over time to locate efficiencies, set prices based on actual costs of production, and increase farm profits.

Prerequisite Knowledge: *This workshop assumes that participants will have a basic understanding of financial management as well as a clear concept for your business.*

Land Acquisition, Transfer, and Stewardship

Wednesday, October 25, 2023 | In-person | Midlands Region, location TBD

Coordinator: Will Culler

What is common to all farms? Land. This in-depth workshop will feature a series of lectures from specialists on a variety of agribusiness and production topics related to your farm's biggest investment. Participants can expect to learn how to access, finance, conserve, preserve, and make plans to transfer land to the next generation. Come with your current and future land goals in-mind (or written!) and learn about tools, practices, and assistance that can help you reach them.

Prerequisite Knowledge: *None*

2023 Advanced Workshops

Tax Management for Farm Businesses

Thursday, November 2, 2023 | Online via Zoom

Coordinator: Ben Boyles

Stay legal while leveraging tax laws to your best advantage by learning about advanced tax management specifically for farm businesses. This workshop will also cover the Schedule F form and you will learn who should file and go through step-by-step instructions for completion. Note: This workshop is for general educational purposes only. Participants are responsible for obtaining individual tax advice based upon their circumstances from their own independent professional advisors.

Prerequisite Knowledge: None

Advanced Social Media and Web Presence Optimization

Thursday, November 9, 2023 | In-person | Pee Dee Region, Location TBD

Coordinator: Bethany Funkhouser

Having an online presence is critical for all businesses, including farm businesses. During this training participants will learn techniques for best utilizing popular social media and other web-based platforms to gain exposure for and market their farm businesses and products. This training will also cover interpretation of web analytics for critical decision making, optimizing branding and online presence, and web-based marketing techniques.

Prerequisite Knowledge: This workshop assumes participants will have a general knowledge of social media use and basic website navigation. It will be to your benefit to have established at least one social media account.

Financial Assistance through Farm-Focused Grants

Tuesday, November 14, 2023 | Online via Zoom

Coordinator: Charley Maxwell

Learn about specific funding opportunities relevant to new farmers and techniques for successfully applying to these programs! Learn how to determine your eligibility, planning and write your proposal, prepare supporting documentation including business plans, and what to do if you are awarded. This workshop will cover current Federal, State, and Local grant opportunities.

Prerequisite Knowledge: None